

WHAT IS CLAIMED IS:

1. A liquid crystal display comprising:
 - a first insulating substrate including a display area and a peripheral area located outside the display area;
 - 5 a plurality of signal lines provided on the first substrate;
 - a plurality of first pixel electrodes electrically connected to the signal lines and located in the display area, each first pixel electrode including a first transparent electrode and a second reflective electrode; and
 - 10 a second pixel electrode electrically connected to the signal lines and located in the peripheral area, the second pixel electrode including a first transparent electrode and a second reflective electrode having an area larger than the first reflective electrode.
2. The liquid crystal display of claim 1, wherein the second reflective electrode covers substantially entire surface of the second transparent electrode.
- 15 3. The liquid crystal display of claim 2, wherein the first reflective electrode has a hole exposing a portion of the first transparent electrode.
4. The liquid crystal display of claim 1, further comprising:
 - 20 a second insulating substrate disposed opposite the first substrate; and
 - a black matrix provided on the second substrate, the black matrix screening the second pixel electrodes.

5. The liquid crystal display of claim 4, further comprising a common electrode provided on the second substrate and disposed opposite the first and the second pixel electrodes, wherein the first and the second pixel electrodes and the common electrode are supplied with signals having periodically inverting polarity.

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6. The liquid crystal display of claim 1, wherein the first and the second pixel electrodes are arranged in a matrix, the signal lines include a plurality of gate lines extending in a row direction and a plurality of data lines extending in a column direction, and the liquid crystal display further comprises a plurality of switching elements transmitting first signals from the 10 data lines to the first and the second pixel electrodes in response to second signals from the gate lines.

7. The liquid crystal display of claim 6, further comprising an aligning film on the first substrate, wherein the aligning film is rubbed in a first direction toward the second pixel 15 electrode.

8. The liquid crystal display of claim 7, wherein the first direction is oblique to the row direction and the column direction.

20 9. The liquid crystal display of claim 8, wherein each of the gate lines and the data lines has an end portion for signal communication with other device, and the first direction goes away from the end portions.